

# UNITED STATES AGENCY FOR INTERNATIONAL DEVELOPMENT

## Enterprise Energy Efficiency (3E)

IQC Contract # EPP-I-00-03-00004-00  
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### ***WORK PLAN ATTACHMENT: C***

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**UNITED STATES AGENCY FOR INTERNATIONAL DEVELOPMENT**

**Enterprise Energy Efficiency (3E)**

***ATTACHMENT C:***  
***PUBLIC OUTREACH AND COMMUNICATIONS STRATEGY***

**May 4, 2010 to September 30, 2013**

Zoran Morvaj  
Chief of Party

Contract Number  
EPP-I-00-03-00004-00

## Overview

The 3E public outreach and communication component will have an important role in the overall project activities. It has to ensure effective communication to different target groups in order to successfully disseminate information, educate information recipients on technical issues to explain the benefits of implementation of energy efficiency measures, reach an understanding on various political and business-related levels and raise support and cooperation for the implementation of the project activities. At the same time, it has to promote the project targets, promote the DCA facility and inform different stakeholders on project efforts, progress and results.

The main purpose of this document is to set forth the 3E Public Outreach and Communication Strategy in some detail and describe the principal activities that will be undertaken by the 3E team.

The Public Outreach and Communication Strategy, which has been incorporated into the Project Work Plan and attached Activity Timetable, has been developed to explain the outreach activities that will be taken towards every specific target group defined by the Project documents.

## Objectives

The 3E approach to communication and public outreach rests on the following principles: each stakeholder/target group will be analyzed in light of the prospective role in the energy efficiency sector, the overall political climate, and the way the energy efficiency activities and pilot-projects implementation influences them. Based on this assessment, considering the identified challenges and needs, targeted messages will be developed and dissemination of messages to the target audience will be implemented through the most cost-efficient and influential communication channels.

## Information dissemination: Developing Core messages

Clarity and repetition of core messages are key to successful outreach and communication. The core messages will be communicated to different target groups (TG):

TG1 – citizens:

“Implementation of EE measures brings a better life and reduced costs”

TG2 – political environment (from federal to local level):

“Enhancing energy efficiency saves money, increases energy security, develops new business opportunities, creates new (green) jobs and allows the improved provision of public services.”

TG3 – business sector:

“Energy efficiency cuts costs and increases profit.”

The core messages will be delivered through the channels of communication discussed below.

## **Channels of communication**

*Interpersonal:* Interpersonal channels of communication include face-to-face interaction such as discussions, trainings, round-tables, workshops, conferences and one-on-one coaching.

*Staff or services:* Using the USAID 3E and outside experts as trainers/speakers for particular roundtables, workshops, conferences or trainings.

*Standard media channels (Radio, Television, Newspapers and Magazines):* Since the 3E project has no budget for advertising in media, it will have to rely on objective media follow-up on project’s press-conferences, press-releases and PR activities.

*News Agencies:* Beside direct information dissemination approach to standard media channels, all information will be regularly disseminated to News Agencies in order to be transferred to wider news channels.

*Internet:* The 3E project web-site will be used as the main communication tool for dissemination of information to stakeholders and for educative purpose to the wider public.

*3E e-Newsletter:* The 3E e-Newsletter will enable targeted information dissemination of selected information mostly related to success stories related to the project activities (i.e., successfully implemented pilot projects and educational activities conducted through seminars, workshops and trainings).

*3E info-boards:* The 3E info-boards will be used for EE education and for information dissemination on successful implementation of pilot projects.

*Other channels:* Brochures, leaflets, explanatory papers on energy sector issues, media kits, conference kits, presentation folders, letterhead, business cards, and the like.

## **Periodic review of outreach activities**

The activities planned in the Public Outreach and Communication portion of the Activity Timetable will be reviewed periodically and enhanced to reflect the evolving needs of the 3E program, as well as to take into consideration and anticipate the ever-changing BiH political environment. The 3E public outreach and communication effort, in close cooperation with the technical part of the project, will design, evaluate, and monitor the implementation of the specific activities and build upon the activities that will be planned in the Project Work Plan and Public Outreach portion of the Activity Timetable.

## **The 3E web-site: the key communication and public education channel of the 3E project**

Since the 3E web-site will be the key communication and public education channel, it is important to develop and design it in a way which will enable frequent operations from the 3E team related to upload of new information, news and announcements, as well as power-point presentations and files with important documents. For that reason, the technical specifications for development and design of the 3E web-site are attached hereto.

## Technical specifications for development and design of the 3E web-site

### Web-site structure proposal from the aspect of content allocation (main menu and „drop-down type“ sub-menus):

Home	About Us	Projects&Activities	Info-Edu Center	FAQ	Newsroom	Partners&Donors	Contact Us	Language
	About AEAI About 3E project About USAID (with link to...)	Project 1 Project 2 ...	Publications Presentations Useful Links		News Announcements Press Releases Photo Gallery	Partners Donors		English or Local (as choice of flags: USA or BiH)

### Required user-oriented functionality:

- possibility of personal (not by administrator) text and content editing (i.e., adding news, announcements, photographs, links and press summaries) in pre-formatted blocks;
- possibility of multiple changes in web-site structure related to adding or removing some menus and sub-menus from the main menu;
- possibility of multiple changes or adding graphic elements on the web-site;
- if needed or on demand: possibility of activation of Intranet applications;

## Technical specifications and elaboration of key-technical functionalities:

1/ It is recommended that web-site host-server should have installed:

- PHP 4.2.x or higher
- MySQL 3.23.x or higher
- Apache 1.3.x or higher

2/ Web-site should be:

- **Visually functional** – the sites should not have redundant visual elements which are not in the function of content presentation;
- **User friendly and easy to navigate** – the users must be able to surf the pages fast and easily in order to efficiently find desired information;
- **Consistent** – design and page structure must be consistent, so that main navigation elements should be the same on every page;
- **Easy for downloading** – information should be transferred quickly with a speed of max 20 sec/page loading time with clearly marked links when size (presented in MB) of the documents can not allow such speed;
- **Modular with possibility for functional extension** – for activation of Forums, CO2 calculators etc,
- **Designed with screen resolution of max 1024x768;**
- **Simple to maintain** – it must be possible to change, add or remove pages and content without the need for multiple insertion of changes on subject page and co-related pages.

3/ It is recommended to prepare design using CMS (*content management system*) platform **Joomla** 1.5.5., because it allows:

- Support for more than one content editor/moderator;
- Authorization of content prior to publishing;
- Programming of start and end date of content publishing (before wanted publishing date);
- Insertion of static (not categorized) content;
- Archiving and re-activating of archived content;
- Possibility of end-users' appraisal of content;
- Loading of external pages by *Wrapper* component;
- Support for visual editing of content without special SW education;
- Upload of images with simple manipulation on the page;
- Content organized in sections and categories;

- URL format friendly to browser applications;
- Advanced system for administration;
- Grouping of users based on information access permission;
- Localization of user's interface and administration;
- Creation of simple surveys;
- manipulation with temporary deleted content (i.e. *Recycle Bin*);
- Advanced installation of additional elements (components, modules, patterns...) with several thousands of specialized elements (and mostly free of charge).

Joomla enables simple installation of additional components for increasing functionality of web pages. For implementation of forum, gallery or so, it is enough to browse, find and install required component.